



All you need to know about membership

# ABOUT AURA

AURA occupies a unique position within the research & insight industry. Exclusively for clientside researchers, its primary focus is impact on the bottom line.

We complement MRS training through the practical application of research in business situations. And offer career development and networking opportunities to practitioners irrespective of seniority or experience.

The AURA logo is centered within a large white circle. It features the word "AURA" in a large, bold, white sans-serif font. Below it, the words "INSPIRING INSIGHT" are written in a smaller, white, all-caps sans-serif font. Above the word "AURA", there is a horizontal arc of seven white dots of varying sizes.

**AURA**  
INSPIRING  
INSIGHT

The MRS logo is located inside a white circle on the left side of the slide. It consists of the letters "MRS" in a bold, black, sans-serif font, with a small "TM" trademark symbol to the upper right. The text is surrounded by a circular border made of small, multi-colored squares (black, white, orange, purple, and grey) arranged in a checkered pattern.

TECHNICAL TRAINING  
& INDUSTRY STANDARDS

The IMA logo is located inside a white circle at the bottom right of the slide. It features a red speech mark icon above the letters "IMA" in a bold, grey, sans-serif font.

INSIGHT LEADERSHIP AND  
GETTING RESEARCH INTO THE BOARDROOM

# WHO AURA IS FOR?

AURA is for anyone working in research and insight who wants to enhance their expertise, impact and network

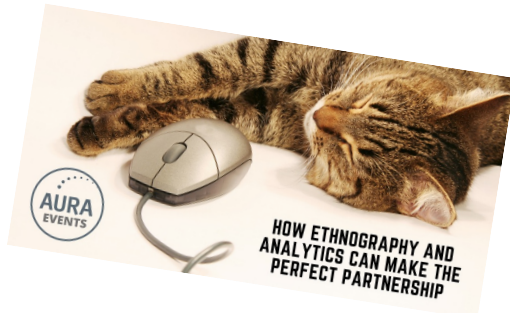
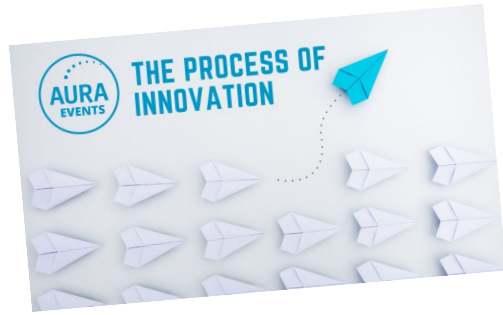
Our membership spans household names as well as some you've possibly never heard of. It includes a wide range of sectors, both commercial and not for profit. You'll find research teams of 1 or 2 people alongside some of the biggest teams in the business. What unites them all is the desire to enhance the impact of research and insight within their organisations, fuelled by the wisdom and virtual support of 600+ peers





## 5 Reasons to Join AURA

- The UK's biggest networking and events organization exclusively for clientside market researchers
- "All you can eat" subscription: once you're a member there's nothing more to pay
- In person and digital events showcase the practical application of research to everyday business questions
- Peer support: our events provide opportunities for members to network and our popular online forum is where members can seek peer advice on agencies, methodologies and other business questions
- Incredible value for money: £570+ VAT for a team of four. Additional members can be added for just £100+ VAT



# EVENTS

## Events are at the heart of the AURA offering

Each year we deliver at least 20 high quality free online and face to face events to our members on a wide range of topics including:

*Diversity*  
*Creative development*  
*Semiotics*  
*Storytelling*  
*Stakeholder management*  
*Advanced analytics*  
*Business impact*  
*Innovation & NPd*  
*Career & personal development*

Unlimited free access to all our events is included in your membership. Our full day in person seminars are held at the RAF Club in London's Piccadilly

# A UNIQUE MEMBER FORUM

As a networking organisation we support each other via our popular online forum. It's a safe place for members to seek peer advice on agencies and methodologies ... in fact anything that's on their minds



## Gen Z Insights

- Agency recommendations sought



## Researching Product Lifespan

- Communicating and sharing insight



## Storytelling

- Team/People Development



## SMS Surveys

- Survey software and knowledge management



## Key Driver Analysis Training Recommendations

- Analytics and advanced quant techniques



## Seeking Innovative and forward thinking Brand Health partner

- Agency recommendations sought



## Speech Analytics

- Analytics and advanced quant techniques



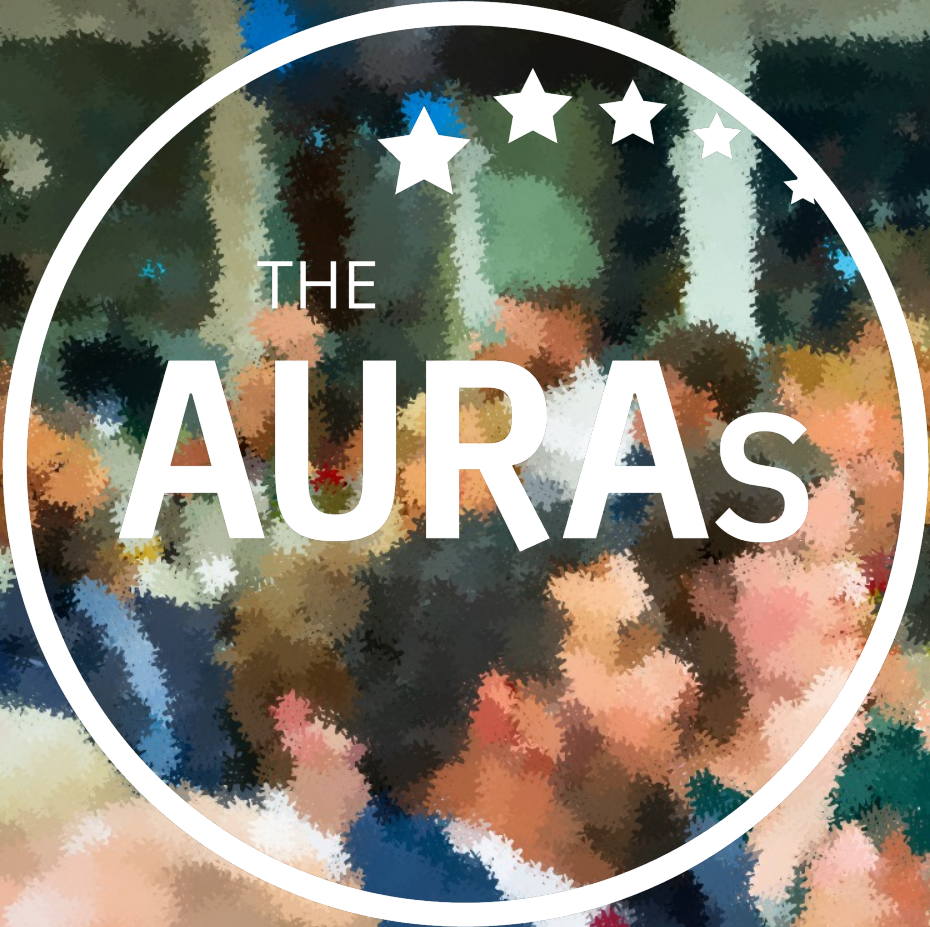
## Recommendations for an agency specialising in research of vulnerable customers

- Agency recommendations sought



## Experience or working with Statista?

- Feedback on specific agencies



# THE AURAs

The AURAs are fast becoming the most coveted research industry awards. They are the only ones voted for or chosen by clientside members of AURA. Agencies can't enter directly although they are opportunities for them to enter alongside any client who is an AURA member

The AURAs are announced each year at a sparkling dinner at the Kia Oval, London in July